

## ABSTRACT OF THE DISCLOSURE

Content distribution control over a network in an  
electronic distribution system protects the content copyright  
5 while distributing content in a format enabling viewing and  
enjoyment at the user terminal. The method for controlling  
content distribution over a network comprises generating  
content in a first format specification by adding content  
identification data for identifying specific content to data  
produced in a first format specification for viewing; sending  
the content to a network; receiving the content via the  
network; separating the received content into the content  
identification data and the data in the first format  
specification; converting the separated data in the first  
format specification to data in a different, second format  
specification; generating content in a second format  
specification by adding the separated content identification  
data to the data converted to the second format  
specification; and then sending the content in the second  
format specification to a user terminal.

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